

## News and Events of the LIN Center for Community Development

### LIN launches its 2<sup>nd</sup> Annual Volunteer Stories Competition



  
 Câu chuyện Tình nguyện 2011  
 LIN VOLUNTEER STORIES COMPETITION 2011  
**THE POWER OF SHARING**  
 10 Sep 2011 – 6 Nov 2011

“ \* Are you a volunteer working with a not-for-profit organization?  
 \* Do you know a volunteer that has made a positive impact on your organization?

Volunteers are people that share their time, their skill sets, their life or work experiences, and/or people who like to bring joy to others, free of charge.

Through the Power of Sharing, your volunteer experience can inspire others to act.

Submit a story and you will be eligible to win one of many cash prizes (up to VND 10 million) and/or your story may be selected for inclusion in a book of volunteer stories.

Share your story:  
 In writing  
 In pictures  
 or in video format

For more information, please visit:  
[www.cauchuyentinhnguyen.com](http://www.cauchuyentinhnguyen.com)

Organized by:  
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Sponsors

JUDITH CAREY ZESIGER FAMILY FOUNDATION








To recognize the important work of volunteers who are making a difference in our communities, the LIN Center for Community Development, with backing from the Judith Carey Zesiger Family Foundation, is delighted to announce the launch of our 2011 Volunteer Stories Competition.

All volunteers and volunteer host organizations, nationwide, are eligible to submit their stories in the form of a written essay, photo, and/or short video documentary. Through this year's theme, "The Power of Sharing", the competition aims to highlight the positive impact volunteers are having in our community. Volunteers share their resources, their time, their expertise, their skillsets, their

experiences and/or their high energy. In this competition, we encourage them to take one step further - to share their story. Besides “Best of the week” prizes, this year’s prize categories includes most inspirational story, most committed story, most nurturing volunteer, and the best example of *pro bono* volunteer service - how a volunteer applied their professional skills and/or experiences to support a not-for-profit organization in their community.

“Due to the positive feedback and success of the first Volunteer Stories Competition, which took place in 2010, LIN decided to launch the competition a second time around. It is our hope that this year’s competition will reach a larger number of volunteers, in order to represent the diversity in background, geography and level of commitment of volunteers. We also hope to raise greater awareness to the skilled volunteers that are working to build long-term capacity for not-for-profit organizations in Vietnam. While the skilled volunteer model is new to Vietnam, we hope that first-hand examples will help bring to light the important role that skilled volunteers can play in community development,” said Ms. Nguyen Thi Thanh Truc, LIN’s Volunteer Coordinator and head of the Volunteer Stories competition.

Volunteers and Volunteer Host Organizations that submit a story will be eligible to win one of several attractive prizes (up to VND 10 million). This is made possible thanks to the generous support of our sponsors: the Judith Carey Zesiger Family Foundation, SRI Vietnam, UNV Program, Megastar Cineplex, Emerald Digital Marketing and MobiVi.

To celebrate the practice of giving in Vietnam and to leverage the contribution volunteers make in their community, the LIN Center designed an awards scheme that allows winners to keep half of the prize money and give the other half to the NPO of their choosing.

All submissions should be emailed to [cctn@linvn.org](mailto:cctn@linvn.org) no later than November 6<sup>th</sup>, 2011.

For more information, kindly contact:

Ms. Nguyen Thi Thanh Truc – LIN Volunteer Coordinator

Phone: (08)38 246 091 – 0918 017 100

Email: [cctn@linvn.org](mailto:cctn@linvn.org) - Website: [www.cauchuyentinhnguyen.com](http://www.cauchuyentinhnguyen.com)

Help LIN to communicate on this meaningful competition, please LIKE us in Facebook:



**LIN Center would like to wish a happy birthday to  
Ms. Tran Thi Thanh Huong and Mr. Lam Bao Quang, LIN Board Members.  
We are appreciate all your input and support to the LIN Center!**

### 3<sup>rd</sup> Meeting of LIN's NPO Advisory Group

Understanding the roles of local NPOs/NGOs, realizing their challenges and finding solutions and opportunities for improvement was the main topic of the third meeting of LIN's NPO Advisory Group, which took place on the 21<sup>st</sup> of September with support from Irish Aid and Xu Corporation.

16 participants joined the meeting to discuss and learn about the

characteristics and challenges of NPOs based on a meeting the LIN team attended in Hanoi last month. Among the challenges discussed, members of the Advisory Group agreed that NPOs need to be more strategic, they need to connect and coordinate with other NPOs and stakeholders and they need to professionalize their services to become more effective.

In an effort to support our NPO partners in the process of improvement, LIN Center proposed the idea of building a self-assessment tool that NPOs can use to realize their strengths and weaknesses and prioritize areas for improvement. After conducting an organizational capacity assessment on our own operation, using an overseas tool, LIN came up with the idea to create an assessment tool that was adapted to the situation and experience of NPOs in Vietnam. With support from Ms. Gail Nordheim, a past LIN Volunteer and professional NGO Consultant, we proposed a tool that would address 15 key components that contribute to the making of an effective NPO, from strategic planning to organizational management and fiscal procedures. The proposed tool would help organizations to evaluate themselves and identify areas of strength and weakness. It would also help organizations to prioritize areas for improvement. In addition, the tool could help sponsors to better understand the organizations they support, or may support. It could help the sponsor to make funding decisions and/or identify opportunities to provide the organization with technical assistance.

Initially, the tool would be used by NPOs to evaluate their own organization. Later, they could hire an independent evaluator to conduct the assessment. Down the road, it may be beneficial to create a certification program, conducted by an independent auditor, to help NPOs understand how they compare with their peer organizations and to inform sponsors about the capacity of organizations they may wish to support.

The NPO Advisory Group welcomed the proposal and the majority even volunteered to join the project advisory committee, which would include representatives of NPOs, donors and regulators or strategic partners. LIN explained to our partners that we are in



the process of raising awareness and building support to turn this proposal into a project for 2012.

If you or someone you know would like to join the project advisory committee, or if you have sample tools or suggestions, please contact us via email at: [npo@LINvn.org](mailto:npo@LINvn.org) At the conclusion of the meeting, the group discussed LIN's last grant opportunity for 2011, which focuses on the needs of migrant workers in and around HCMC. NPOs may apply for up to 80 million VND, compared with 27 million in previous rounds. (Please refer to grant opportunities on page 6 of this newsletter for further details.)

*LIN Center (translated by Le Nguyen Van Anh, LIN volunteer)*

## NPO Audit and Financial Management Training Course



With support from Irish Aid, 16 people representing 9 local, not-for-profit organizations participated in the second of 4 half-day training courses on audit and financial management. Ms. Vu Thi Thanh Tam, senior audit manager of Mazars, introduced this session, which focused on cash management.

The training took place on Saturday morning, 10 September with venue support from Horizon Capital Group. The last two sessions will take place in October, 2011.

## Volunteer Opportunities

Currently, several NPO partners are looking for volunteers with specific skill sets to support their organization. Below is a list of Skilled Volunteer job descriptions that have not been filled:

- [ARC and Saigon Pet Clinic Legal Advisor](#)
- [ARC Volunteer Manager](#)
- [ARC-Vet Clinic Volunteer Manager](#)

Candidates please submit your CV to [Volunteer@LINvn.org](mailto:Volunteer@LINvn.org) and indicate the position you are applying for. Thank you!

## Upcoming Events

### **“Proposal Writing Skills” Training course 21 October 2011**

In an effort to support our NPO partners with the preparation of grant applications for LIN’s Community Grant – the final grant opportunity in 2011, LIN will organize a workshop on “Proposal Writing Skills”. The workshop is designed to help our partners understand how to design projects that meet the needs of their target beneficiaries and describe those projects, in writing, for prospective donors. Detailed information about the workshop is provided below:

Date and time: 21 October 2011  
Venue: We will inform to RSVP participants closer to the date

Please contact us at [npo@LINvn.org](mailto:npo@LINvn.org) or ring us at [\(08\) 38246091](tel:0838246091).

### **Audit and Financial Management Training Course 01 and 23 October 2011**

The Irish Aid Audit and Financial Management Training Course will continue in October. The two, final class sessions, will take place on the following dates:

Session 3: **01 October 2011**

Session 4: **23 October 2011**

The time and venue for these trainings will be informed to the committed participants one week prior to the training. For any questions, please contact us at: [npo@LINvn.org](mailto:npo@LINvn.org) or [\(84 8\) 3824-6091](tel:84838246091).

### **Strengthen your “Assertiveness” & “Leadership” skills! Sign up for one or two, short, soft-skills training courses**

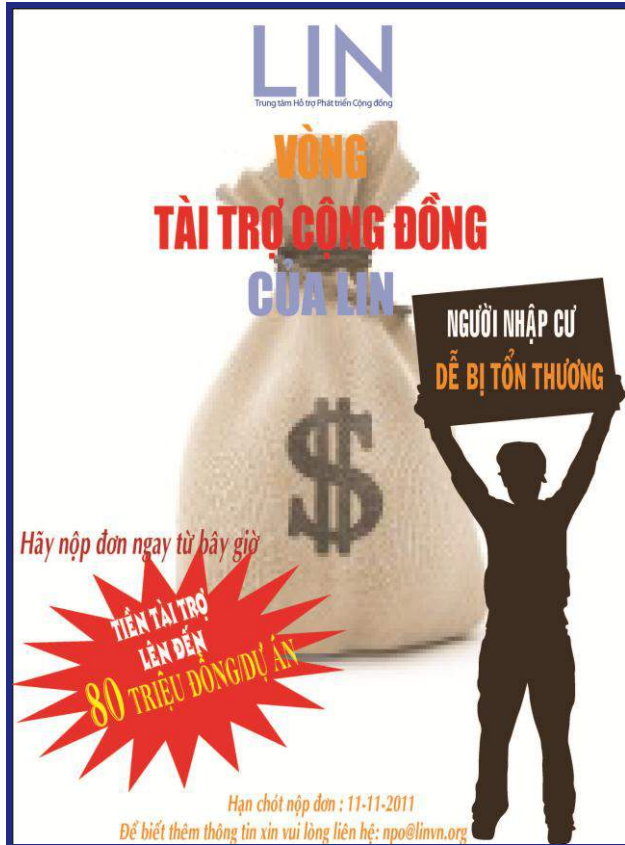
With support from Schouten Training Vietnam, a Dutch company with more than 30 years experience in the field of training and coaching people in organizations, LIN Center is pleased to offer staff at our NPO partner organizations two, soft-skills training sessions: “Assertiveness” (1 day training) and “Leadership” (2 day training). Each training will be conducted two times for up to 12 participants.

Dates and times: “Assertiveness” (1 day): Sign up for Oct 12<sup>th</sup> or Oct 15<sup>th</sup>  
“Leadership” (2 days): Sign up for Oct 26-27 or Nov 2-3  
Venue: We will inform to confirmed participants closer to the date

To reserve your space, please contact us at [npo@LINvn.org](mailto:npo@LINvn.org) or ring us at [\(08\) 3824-6091](tel:0838246091).

## Grant Opportunities for NPOs

### LIN Community Grant Round 2011



For the final grant round in 2011, the LIN Center for Community Development is calling for proposals from our NPO partners who are working with migrant workers and/or their families. This is a unique grant opportunity, which will provide NPOs with an opportunity to receive up to 80 million VND. The key criteria for eligibility includes:

**Location:** The project must take place **in or near HCMC** (Biên Hòa, Bình Dương, Dong Nai, Long An, Củ Chi, etc).

**Beneficiaries:** **Migrant Workers and/or their families**

**Timeline:** Up to **one (1) year**

*Note: All applicants must complete the LIN NPO Partnership Application. If you have done so already, there is no need to complete a second application.*

Interested NPOs must complete LIN's [Grant Application](#) (click here or download

from LIN's website), providing a detailed budget and project evaluation plan.

Characteristics of proposals being sought by the grant allocation committee include:

- **Responsive:** Proposals that respond to the expressed needs of the migrant community.
- **Sustainable:** potential impact after the life of the grant.
- Project proposals may introduce a new initiative or an on-going project of the organization provided that it addresses the needs of the target beneficiaries: migrant workers and/or their families.

Grant Allocation Process:

This Community Grant is designed to support NPOs that wish to expand their support networks. As such, we are introducing a new take on the grant review process:

- **First round:** Grant applications are reviewed by the LIN team for eligibility. **Second round:** LIN Board Members and Skilled Volunteers review and rank applications

according to the set criteria and desired characteristics. 3 to 4 projects will be selected to move on to the next round.

Note: Each of the three selected NPOs will be paired with a PR/communications professional who will coach them in the process of preparing an effective presentation of their project.

Third round ("Networking with the donor community"): The selected projects will participate in a networking event with members of the community. They will each be given 10 minutes to present their projects. Following the presentations, guests will be invited to rank the projects in order of preference. The awards will be allocated accordingly. The deadline for receiving applications is **11 November 2011** at [npo@LINvn.org](mailto:npo@LINvn.org).

You can download the full Call for Proposals and Grant Application Form on the LIN website at: [LIN Community Grant](#). Thanks to the *Global Fund for Community Foundations* for supporting this initiative!



## Direct Aid Program (DAP) 2011-12

The Australian Consulate-General's Direct Aid Program (DAP) for the financial year 2011-12 is now open. We are seeking applications for projects from the southern provinces of Vietnam to be funded under the program.

DAP is a small aid program funded by the Australian Government and disbursed by the Australian Consulate-General. The emphasis of the program is on alleviating basic humanitarian hardship. Examples of development activities under the program include community health, education, small scale infrastructure, sanitation, water supply and rural development projects.

For more information, refer to the attached guidelines. The deadline for DAP 2011-2012 applications is **15 October 2011**.

If you have any questions relating to DAP, please contact us at The Australian Consulate-General Landmark building, fifth floor, 5B Ton Duc Thang, district 1, Ho Chi Minh City or contact Ms. Le Khoi Cat (Tel: 84-8-3521 8100 press 126), e-mail: [le.cat@dfat.gov.au](mailto:le.cat@dfat.gov.au)

For more information, please visit [Direct Aid Program \(DAP\)](#).

## The Charity Cabaret Committee 2011 is Offering 3 Grants - up to 200m VND each!

The Charity Cabaret Committee of HCMC is organizing its second annual fundraising event: **Charity Cabaret 2011 – Comic Strip**, on 5 & 6 November. All profits from the event are to be donated to three different not-for-profit projects. Based on last year's success, each of the three selected projects may receive up to 200 million Viet Nam Dong!

Eligible project proposals must address this year's theme:

### **EMPOWERMENT THROUGH THE AGES** **Kids (Under 16)** **Young Adults/Adults** **Elderly (Over 60)**

Full details about the grant, including an application form, criteria, terms and conditions are available on the LIN Center Website ([click here](#)). Criteria that will determine whether or not a project is eligible include:

- **Thematic area:** Empowerment through the ages  
*Note: Applicants must select one or more of the age groups that will benefit from their project. Empowerment may include, but is not limited to: non-traditional education, rights protection and/or rights education, self-esteem building, counseling, vocational training.*
- **Target Beneficiaries:** Vulnerable populations, including, but not limited to: people with disabilities, victims of domestic violence, ethnic minorities, migrant workers.
- **Location:** Southern Vietnam
- **Budget:** Projects can apply for up to 200 million. The total amount allocated will depend on funds raised and guest votes on the night.  
*Note: Administration costs must be less than 20% of the total project budget.*
- **Track Record:** At least one year of experience conducting not-for-profit activities in Southern Vietnam.
- **Timeline** – Up to two years

Don't wait to apply! **The deadline to receive project proposals is 12 October 2011.** The three selected projects will be contacted before 5 November.

Should you have any questions about this call for proposals, the criteria or application form, please contact the LIN Center for Community Development at: [npo@LINvn.org](mailto:npo@LINvn.org), or by telephone at: [08-3824-6091](tel:08-3824-6091).

*Good luck!*

*The LIN Center for Community Development  
On behalf of the Charity Cabaret Committee 2011*



## Donor's Corner

### **LIN Launches *NETWORKING FOR A CAUSE* Event #1: Combating Human Trafficking in Vietnam**

On 14 September, the LIN Center organized the first community speaker series - *Networking For A Cause*, at L'uisine, to offer a Vietnam perspective on the global issue of Human Trafficking. Over 60 people attended the event from local and foreign companies, local and international nonprofits - representing the diversity of the HCMC community.

Ms. To Ngoc Minh Suong, HCMC representative for the Pacific Links Foundation (PALS) began her presentation by asking guests to consider three True/False questions about human trafficking in Vietnam. During the discussion, some guests were surprised to learn that most perpetrators are not strangers, that people who immigrate legally can also be victims of human trafficking and that improved education helps individuals to escape traps that are set by traffickers.

Ms. Suong described the three-pronged approach her organization employs to combat human trafficking in Vietnam: (1) Prevention: offer scholarships, vocational training and job placement services; (2) Protection: two shelters for survivors - near Vietnam's Southern border with Cambodia and its northern border with China, as well as comprehensive reintegration support; (3) Raising Awareness: providing training and education to members of the community.

Ms. Lily Le, representing Mast Industries, which contracts the production of well-known clothing brands in Vietnam, shared why her company became involved in this issue and a supporter of the PALS ADAPT program. Firstly, the company determined that young women ought to be the target beneficiary for its community investment strategy. In addition, the company sought to identify a partner organization that offered a compelling program with long-term, positive impact on young women. As an added bonus, the Mast Industries staff liked the opportunities ADAPT provided for them to engage and thereby improve their own soft skills (such as leadership, communication and presentation).

The N4C ticket price covers venue rental, food and beverages with any remaining funds allocated to the nonprofit organization highlighted at each event. Additional expenses were covered by Irish Aid with in-kind donations from L'uisine, Out-2 Studio and Alim Manji & Samantha Yau. Including funds raised through the raffle and guest contributions, LIN was able to donate just over VND 3 million VND to PALS.

*Networking for a Cause* (N4C) is an initiative of the LIN Center for Community Development designed to connect socially-responsible businesspeople with community development practitioners for informal conversations on important topics. N4C events are designed to be open and interactive sessions, with plenty of time for Q&A and networking. Stay tuned for details about the next N4C event, planned for mid-November...



## **CSIP Selects LIN's Philanthropy Advisory Service Start-Up Level: 2011 Social Entrepreneurs Support Program**

After a competitive selection process, involving an application and panel interview, the Centre for Social Initiatives Promotion (CSIP) selected LIN's Philanthropy Advisory Service, proposed by Dana RH Doan – LIN Consultant and Advisory Member, as a recipient of Start-up Level Support in its 2011 Social Entrepreneurs Support Program.

"We are thrilled that Dana will be a part of this year's fellowship program, which offers resources, training and other opportunities designed to develop our Philanthropy Advisory Service (PAS)," said Mr. Pham Truong Son, LIN's Deputy Director. "Her participation will help to ensure that PAS will contribute to making positive change for the sustainable development of Vietnam in the future."

PAS, available to individuals, corporations and foundations, seeks to empower donors with knowledge, skills, and resources that will help them deliver positive change to Vietnam's economy, society, and environment through strategic philanthropic engagement. We have set the following objectives for PAS next twelve months:

- **Customized Advisory Services** – Core services include grantmaking and corporate volunteer program advisory. Additional, "add-on", services include: site visit facilitation, project monitoring, PR support and fiscal sponsorship.
- **Capacity Building** – LIN seeks to provide information and promote exchange for and among the donor community. To do this, we plan to offer facilitated field trips to NPOs as well as networking events/peer exchanges to learn about local and global best practices in philanthropy.
- **Information Sharing** – LIN will design and disseminate an electronic newsletter to inform and inspire individual and corporate philanthropists through examples, case studies, tips and resources. IN addition, we hope to expand our HCMC Grantmakers Directory that was circulated in early 2011.

CSIP is a Vietnamese non-governmental and non-profit organization, which supports social entrepreneurs (SEs) in their early stages and helps to mobilize the participation of State agencies, enterprises, and surrounding communities with the hope of further development of social entrepreneurship in Vietnam. CSIP supports SEs by investing directly in their early stages of development and encourage the participation of different stakeholders in promoting the development of SEs and Social Entrepreneurship in Vietnam.

CSIP's Social Entrepreneurs Support Program provides SEs with seed money, technical support, communication, networking and legal information assistance. Since 2009, CSIP has supported 27 social entrepreneurs representing 19 social entrepreneurship initiatives addressing a range of social and environmental issues across the country.

# NPO Resources

## The Vision Statement

An Excerpt from Richard Male & Associates

<http://richardmale.com/?p=516>

The inspirational foundation of a nonprofit organization rests on its vision. Most not-for-profit organizations grow from the vision of a single person or a small group of like-minded individuals who want to create a better world, develop stronger communities, address an environmental concern, improve access to healthcare, introduce educational initiative, etc.

While the vision and mission statement are interconnected, the vision is truly the starting point and is set by an organization's founders who come together to improve conditions somewhere in the greater community. The challenge is to turn the vision into a collective objective in order to get community buy-in, to secure financial and volunteer support, and to establish credibility so that the organization can create a mission statement that will provide an operational structure for the organization to grow.

Whether you are just starting an organization or are joining an established one, there are a few things to keep in mind in terms of visioning:

1. Involve your leadership team (which may include staff and selected volunteers) in the following exercise to refine and articulate your vision:

*Picture your organization five years in the future. You have all just arrived at work and are getting ready to start the day. The major newspaper in your area has done a feature story on your organization and when the paper arrives at your door you discover that the story is on the front page. What does the headline read? Think in terms of actual headlines and try to come up with a quick, one or two line broad vision (headline) that reflects the organization's values.*

2. Ownership of the vision must be shared with the leadership and sold to the support staff, volunteers and community.
3. Assuming you are not one of the original founders, you should seek out and talk to the founders, if possible, in order to gain historical perspective on the origins of your organization. Review the early history, any available documents, meeting minutes, marketing materials etc. Has the vision remained the same or has it evolved over time?

Staying connected to the vision is essential in order to stay grounded and maintain the organizational integrity, credibility and values from which the organization grew.

*Check out next month's NPO Resource Section for an explanation and tips on drafting or enhancing your organization's mission statement.*

# 5 Tips for a Healthy, Happy Partnership

By: *Katya Andresen*, [Katya's Nonprofit Marketing Blog](http://www.nonprofitmarketingblog.com/site/5_tips_for_a_healthy_happy_partnership/)  
[http://www.nonprofitmarketingblog.com/site/5\\_tips\\_for\\_a\\_healthy\\_happy\\_partnership/](http://www.nonprofitmarketingblog.com/site/5_tips_for_a_healthy_happy_partnership/)

## Are you considering a partnership with a company or nonprofit?

Consider these tips for a happy healthy partnership.

- 1. FIT:** Partner around mutual benefits or you won't be partnering at all. Partnerships should yield clear wins for each partner and most important, a shared or complementary customer base.
- 2. SUITABILITY:** In thinking about partners, instead of asking who is like us, ask who wins when we win. Don't rule out potential partners who have different motivations for wanting the same success. We don't need to share a mission to have a suitable fit.
- 3. SHARED AGENDA:** Look for partners with a compatible agenda with respect to our audience and the potential for both parties to gain philanthropic fulfillment, financial benefits, enhanced image or expertise, access to new markets or marketing resources, greater efficiency, new products or services, competitive advantage or increased employee morale.
- 4. REALITY:** Know that no partnership is perfect. The bottom line is to go into the partnership with open eyes, more positives than negatives, and a plan for compensating for weaknesses within the alliance. Shared, realistic expectations and a common vision for the degree of collaboration can go a long way to establishing and preserving a successful partnership.
- 5. COMMITMENT:** Inevitably, the partnership will change over time, and one partner may perceive diminishing value. Effective partnerships require a consistent balance between the value each party derives from the relationship. Over time, it may be necessary to create new ideas and benefits if commitment is flagging on one side.

## NPO Networking

### Opening Ceremony Training Session on Master of Social Work

On 29 August 2011, the HCMC University of Labor and Social Affairs (second campus) organized the Opening Ceremony for its Master of Social Work program, with the launch of its first training session.

The Masters Degree program is a collaboration between the Vietnam University of Labor and Social Affairs and the Women's University of the Philippines. The training was attended by 20 participants, including social workers and trainers from various VNPOs, INGOs, GOs and Universities located in HCMC and other provinces such as Tay Ninh, Dong Thap, Can Tho, Ben Tre and Vinh Long. The courses will be led by Professors from the Women's University of the Philippines and will run from 2011 to 2013.



*Students and four Social Work professors from the Philippines*



## Conference to Highlight International Social Work Day XIV

The “Social Work: Connect and Share” event will provide an opportunity for social workers to meet, exchange and share experiences on their achievements in education and work related to social work. The event is also designed as a forum for participants to talk about the development of social work in Vietnam, to strengthen the network of organizations and individuals that practice social work in Vietnam.

Date and time: **11 November 2011**  
Venue: **10 – 12 Dinh Tien Hoang, District 1, HCMC**

The Organization Committee invites individuals and organizations to participate in this event through one or more of the following activities:

- Submit abstracts on one or more of the following topics: (1) Social work education in Schools and Universities; (2) Social work conducted at social organizations; (3) Social work collaborations between NGOs and international organizations; and (4) Social work with families, children, people with disabilities, elderly and/or people living with HIV/AIDS.
- Career Fair and Exhibition Booths
- Attend the exhibition
- Contest with the topic “Social Work: Connect and Share”

If you would like to receive further information about this event and/or if you have any questions, please contact the Organizing Committee at:

***Social Work Department – HCMC University of Social Sciences and the Humanities***  
10 – 12 Dinh Tien Hoang, district 1, HCMC

Tel: (84 8) 38293828 (press 150) or 0903756605 (Ms. Tuyền)

Email: [bomoncongtaclahoi@gmail.com](mailto:bomoncongtaclahoi@gmail.com)

Website: [www.hcmussh.edu.vn](http://www.hcmussh.edu.vn)